

UNITED STATES DEPARTMENT OF AGRICULTURE  
Federal Extension Service  
Washington 25, D. C.

THE DIVISION OF AGRICULTURAL ECONOMICS PROGRAMS  
Its Responsibilities, Activities, and Personnel

Responsibilities

1. Cooperating with the States and Territories in developing all phases of extension marketing, utilization, public affairs, agricultural outlook, rural sociology, health services, and farm management and production economics programs; and providing assistance on subject matter and methodology in carrying out programs.
2. Providing plans and programs for carrying out Extension Service functions of the Agricultural Marketing Act (RMA, Title II), The Division has special responsibilities in the development of the marketing extension work under this Act on a matching fund basis and under contract.
3. Maintaining liaison services between the Federal Extension Service and the bureaus and agencies in Washington in the areas of concern to the Division.
4. Reviewing State plans of work and annual reports and preparing summaries of accomplishments and methods being employed in various lines of work for use nationally and within the States.

Activities

Activities of the Division involve:

1. Work with individual State extension services in developing, reviewing and carrying out projects and programs.
2. Work with groups of States in the joint consideration of problems, development of programs, preparation of teaching materials, and the conduct of programs and training conferences.
3. Work with Federal agencies and bureaus in furtherance of programs for which the Division has a responsibility and serve on various national and regional councils and committees.
4. Work with regional and national organizations, such as agricultural councils, trade associations, business firms, and other similar groups on needed educational programs.

Types of Extension Activities

1. In States, work includes assistance on:

a. The organization and operation of educational programs.



- b. Development of teaching materials and methods of dealing with specific teaching jobs.
  - c. Participating in State extension programs.
2. With groups of States, emphasis is given to problems requiring regional or national consideration; this includes:
- a. Working with regional and national committees to further extension programs.
  - b. Developing and conducting specific regional programs in areas such as commodity marketing, utilization, and marketing information programs for consumers.
  - c. Organizing and conducting national and regional training conferences.
3. In the Federal office, division activities involve:
- a. Meeting requests from legislative, administrative, research, and regulatory agencies of government for information about the program, problems, and accomplishments in extension work.
  - b. Obtaining, appraising, developing, and disseminating information and teaching aids for use in the States.
  - c. Working directly with regional and national organizations to further extension work.
  - d. Conducting utilization work with firms.

Types of work include:

- (1) Providing State extension services with research, statistical, and other timely social science information, with pertinent interpretations and teaching aids for State and local programs.
- (2) Meeting requests from State workers for special information not generally available.
- (3) Liaison with research and regulatory agencies to obtain the information useful to State workers.
- (4) Supplying research, regulatory, and service agencies with information on extension problems and programs.
- (5) Reviewing plans and programs for developing and conducting extension marketing projects under the Agricultural Marketing Act of 1946.

- (6) Reviewing State plans of work and annual reports as a basis for the Administrator's reports to the Secretary of Agriculture, Bureau of the Budget, and the Congress. Preparing reports to the States, summarizing methods, techniques, and plans ahead for various lines of work.
- (7) Representing the Extension Service on advisory and other committees, involving such areas as outlook, social security, income tax, and marketing.
- (8) Maintaining contact with national agricultural organizations, councils, and trade organizations on matters of concern in developing extension work.
- (9) Working with processing and manufacturing firms to promote the adoption of utilization research findings. To the maximum extent practicable, this is done in cooperation with the State Extension Services.

### Personnel

#### Office of the Director

Overall planning, development, and correlation of agricultural economics extension programs.

H. M. Dixon, Director  
 Raymond C. Scott,  
 Assistant Director  
 Jane Steffey, Economic  
 Analyst  
 Shirley Barlow, Admin-  
 istrative Assistant

#### Farm Management and Production Economics Branch

John B. Claar, Chief

- (1) Planning and management of the farm business, farm management aspects of farm and home unit approach, program projection and the rural development program, adjustments in types and systems of farming, farm business analysis, utilization of labor and equipment, farm business operating arrangements, and land and water resource development.

Northeastern States  
 Western States  
 North Central States  
 Southern States

Lawrence M. Vaughan  
 Virgil Gilman  
 John B. Claar, Acting  
 E. P. Callahan



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|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| (2)                                                         | Income tax, social security, and tax records, leases, property transfer, and other business transactions.                                                                                                                                                                                             | Edwin A. Johnson                                                                                        |
| (3)                                                         | Credit planning in the farm business. Farmer cooperatives, their functions, organization, operation, and relationships.                                                                                                                                                                               | James L. Robinson                                                                                       |
| <u>General Economics and Rural Sociology Branch</u>         |                                                                                                                                                                                                                                                                                                       | Karl G. Shoemaker, Chief                                                                                |
| (1)                                                         | Public affairs education.                                                                                                                                                                                                                                                                             | Karl G. Shoemaker<br>C. R. Jaccard *                                                                    |
| (2)                                                         | Agricultural outlook as applied to problems of producers, handlers and consumers.                                                                                                                                                                                                                     | Richard G. Ford                                                                                         |
| (3)                                                         | Applied sociology, health improvement, community organization, leadership, recreation, group methods for effective planning and teaching.                                                                                                                                                             | Evlon J. Niederfrank                                                                                    |
| <u>Fruit and Vegetable Marketing and Utilization Branch</u> |                                                                                                                                                                                                                                                                                                       | Lloyd Davis, Chief                                                                                      |
| (1)                                                         | Marketing fruits and vegetables, potatoes and nuts - including marketing information that will assist farmers and marketing firms in making decisions with respect to market organization, transportation, storage, packaging, merchandising, marketing facilities, materials handling, and so forth. | Lloyd Davis<br>Russell L. Childress                                                                     |
| (2)                                                         | Utilization of fruits and vegetables-- new products, new and improved processing methods.                                                                                                                                                                                                             | I. C. Feustel<br>Western Utilization<br>Research Branch<br>800 Buchanan Street<br>Albany 10, California |
| (3)                                                         | Food merchandising work with wholesalers and retailers aimed specifically at improving efficiency and merchandising practices in retail stores.                                                                                                                                                       | Lewis F. Norwood, Jr. **                                                                                |

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\* Cooperative appointment with Kansas Extension Service for one year effective June 1, 1956.

\*\* Temporarily transferred from Consumer-Distributor Marketing Branch.

- (a) Marketing Educational Program  
with Food Retailers in New  
England (six New England  
States cooperating)

David Barrow

Room 303  
408 Atlantic Avenue  
Boston 10, Massachusetts

(Contract with University of Massachusetts, J. W. Dayton,  
Director of Extension Service, Amherst, Massachusetts)

Livestock, Dairy and Poultry Marketing and  
Utilization Branch

Homer Porteus, Chief

- (1) Dairy marketing
- (2) Poultry marketing
- (3) Livestock marketing
- (4) Utilization of dairy products - new  
products, technological developments,  
waste disposal.

Max K. Hinds  
Homer S. Porteus  
Homer S. Porteus, Acting  
W. S. Arbuckle \*

General Crops Marketing and Utilization  
Branch

T. E. Hall, Chief

- (1) Marketing grain, general crops and  
forestry products
- (2) Marketing cotton, tobacco, peanuts,  
rice and sugar
- (3) Grain marketing - Cooperative with  
winter wheat States, Half-time  
availability through Director of  
Extension Service, Stillwater,  
Oklahoma.
- (4) Cotton Utilization - work with  
cotton manufacturers on new and  
improved method of mechanical  
processing of cotton.
- (5) Grain and grain by-products  
utilization

T. E. Hall

Vacancy

James R. Enix  
Oklahoma A&M College  
Stillwater, Oklahoma

William J. Martin  
P. O. Box 147  
Clemson, South Carolina

Kenneth R. Majors  
Northern Utilization  
Research Branch, USDA  
Peoria, Illinois

Consumer-Distributor Marketing Branch

S. Q. Hoobler, Chief

Marketing information for consumers  
Program initiation and development  
Subject matter and methods

Gale Ueland  
Ruth Hodgson

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\* On leave from the University of Maryland.



This branch has responsibility for contracting for work which will assist State marketing information programs for consumers. There are at present five regional contracts in operation; these are to provide market information needed by two or more surrounding States. There is an additional contract to develop subject matter material needed by all workers on marketing information programs for consumers. The contracts in operation during fiscal year 1957 are as follows:

a. New England Extension Services' Marketing  
Information Program  
(Six New England States cooperating)

Charles E. Eshbach  
Marjorie M. Merchant

Room 383  
408 Atlantic Avenue  
Boston 10, Massachusetts

(Contract with University of Massachusetts, J. W. Dayton,  
Director of Extension Service, Amherst, Massachusetts.)

b. Regional Food Marketing Educational  
Program, New York metropolitan area  
(New York, New Jersey, and  
Connecticut cooperating)

Harold W. Miller  
Margaret E. Healy  
Betty L. Woods

Room 1013  
11 Park Place  
New York 7, New York

(Contract with Cornell University, M. C. Bond, Director  
of Extension Service, College of Agriculture, Ithaca,  
New York.)

c. Kansas City Area Food Marketing Education  
Program (Missouri, Nebraska, Kansas,  
Arkansas, and Oklahoma cooperating)

Conie Foote

Room 208  
4051 Broadway  
Kansas City 11, Missouri

(Contract with University of Missouri, J. W. Burch,  
Director of Extension Service, Columbia, Missouri.)

d. Regional Extension Consumer Education  
Program in Marketing and Utilization  
of Farm Products (West Virginia and  
Ohio cooperating)

Mr. Gale H. Lyon  
Mary D. Conrad

406 National Bank of  
West Virginia Bldg.  
Wheeling, West Virginia

(Contract with West Virginia University, J. O. Knapp,  
Director of Extension Service, Morgantown, West Virginia)

- e. Consumer Food Marketing Information  
Program, Cincinnati metropolitan area  
(Ohio, Kentucky, and Indiana cooperating)

Don L. Long

Room 200  
18 East Fourth Street  
Cincinnati 2, Ohio

(Contract with Ohio State University, W. B. Wood,  
Director of Extension Service, Columbus, Ohio)

- f. Department of Economics and Sociology  
Iowa State College  
Ames, Iowa

Co-leaders: Francis Kutish  
Lee R. Kolmer

To develop subject matter materials in agricultural  
economics and consumer economics.

(Contract with Iowa State College, Floyd Andre,  
Director of Extension Service, Ames, Iowa)

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